

# The 4 Fatal Flaws in Your Online Course Project & How to Avoid Them!



- How to build a pre-launch audience.
- MVC (minimum viable course).
- Speed is really important.
- Security is boring until your course gets hacked.



# How to Build a Pre-Launch Audience



# Find A Niche Online Market



# Podcasting



YouTube



# Instagram



# MVC (minimum viable course)





A Minimum Viable Product is [a] version of a new product which allows a team to collect the maximum amount of validated learning about customers with the least effort.

Eric Ries



# User Feedback



# Your MVC Can Become Your Free Course



Speed is really important!



# Hosting



# CDN

## Content Delivery Network

**CloudFlare**

**Amazon CloudFront CDN**

**MaxCDN**

**KeyCDN**



# Image Compression

WP Smush

ShortPixel Image Optimizer

reSmush.it



Yep! Security is boring until your course gets hacked





# Weak Usernames & Passwords



# Outdated WordPress Plugins, and Themes



# Off Site Backups That Work



# Run Your Website on The Latest Version of PHP



# WP-Tonic TurnKey Solution

<https://www.wp-tonic.com/our-wordpress-lms-turnkey-solution>



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